



Santa Rosa County Tourist Development Office
8543 Navarre Parkway
Navarre, FL 32566

Local Event/Marketing Application

Any organization requesting funding will be required to complete this form

Applicant Organization Navarre Chamber Foundation

Contact Person Mike Sandler Title President

Organization Address 8668 Navarre Pkwy #142

City Navarre State FL Zip 32566 Phone (850) 939-6973

Email Address: Mike@NavarreChamberFoundation.org Web Address: NavarreChamberFoundation.org

Cell (850) 686-6643 Organization IRS Status 501c3

Name of Event or Project: Run for the Reef 5K / 10K

Has this project received grant funding from the SRC Tourist Development Council in the past? Yes

If yes, when and how much and what year? 2013 and 2014 \$500, 2015 \$1000 (\$500 for marketing only)

If yes, what is the room history of the event? # of rooms 76 # of nights 183***

*** Several out of state participants are extended stay visitors

2016/2017 Event Request Details

Location of Event or Project: Navarre Beach

Date(s) of Event or Project: October 8, 2016

Detailed Explanation of the Project: Running race to include 5K, 10K, and childrens fun run.

Raise funds to support the Navarre Beach Marine Sanctuary and Artificial Reefs

Funds also provide capital improvements to the Navarre Beach Marine Park such as freshwater showers

and Board Walk expansions and repairs. Encourage Eco-Friendly tourists to visit Navarre Beach , learn about our reef system, and stay in local lodging.

Total Budget of Event: \$ 10,700

(A budget with anticipated revenue and expenses is required upon submittal of application)

Amount Requested: \$ 1000

Intended use of Funds: T-shirts, awards, and marketing

Match Provide by Organization

In-kind description: Volunteers for event, refreshments, marketing/advertisement

Value of in-kind: \$ 2000 Match dollars provided by your organization: \$ 5000

In- Kind Definition – Make up of something other than money; (of payment) given in the form of goods or services and not money.

Projected Attendance: 550 Projected Number of Out of Town Visitors: 150

What are the goals and objectives for this event for which you are applying for:

A family friendly fundraiser to promote and raise awareness of our Santa Rosa County artificial reefs and
promote our eco-tourism identity. Event has always been part of Beaches to Woodlands and attracts
locals and visitors. Attract more visitors to the area in shoulder season for multi day stays.

Describe how the effectiveness of this event will be measured:

Pre-registration is required so # of participants are measured to include basic demographics.

Many out of state visitors return to participate every year.

How will the event/project benefit tourism in Santa Rosa County?

Provides an event to attract visitors to NB in shoulder season and is a BTW event. Provides an activity
to keep visitors in county during the day rather than going to surrounding counties to spend time and money.

What are the demographics of your targeted attendees (i.e. families, professionals, youth, etc. plus other demographic information as available):

Families and youth, regional runners, tourists

Anticipated number of vendors: Three

Will you survey the participants to capture data: Registration asks how they heard of event and captures state/Zip

If no, how do you intended to collect data for reporting purpose: Paper registration asks for state and zip,
Surveys will be in race packets

Estimated Bed Tax Calculation

Estimated Number of Visitor Rooms: 76

X

Estimated number of nights: 2.5

X

Estimated Room Rate per Night*: 118

= 22,420

X .05 = \$ 1,121

Estimated Total Bed Tax Generated

*Use the following estimated rental rates to calculate bed tax estimates

- Spring (March 1-Memorial Day): \$151 per night
- Summer (Memorial Day – Labor Day): \$188 per night
- Fall (Aug. 31 – Nov. 1): \$118 per night
- Winter (Nov. 1 – Mar. 1): \$95 per night

Estimated Sales Tax Calculation

Estimated Number of Visitors: 152

X

Average Spending per out-of town visitor per day including transportation:

\$110

X

Estimated Number of Days In County: 2.5

= 41,800

X .065 = \$ 2,717

Estimated Total Sales Tax Generated

Total Potential Tax Impact

Total Estimated Bed Tax Generated (from calculation above): \$ 1121

Total Estimated Sales Tax Generated (from calculation above): \$ 2717

Total Estimated Tax: \$ 3838

Describe how financial resources will be monitored

Run for the Reef funds are in a restricted funds account. All funds expended and received are deposited

in the Foundation's Marine Sanctuary funding line and can only be spent on the Marine Sanctuary

Have you applied for an event permit? yes Are any licenses required? No

If so, list the required licenses and permits and attach copies to this application

Approved by SRC BoCC

Will you purchase event insurance? Yes / No, Carrier Yes. Gilmore Insurance

Liability/Medical Insurance? Yes / No, Carrier Yes. Liability. Gilmore Insurance

Please list the Event's Lodging and non-Lodging partners:

Lodging Partners

Navarre Properties

Hampton Inn

Best Western

Resort Quest

Days Inn

Non-Lodging Partners

Lagerheads

Sandpaper Marketing

K2 Media

Run With It

Navarre Press

Publix

Navarre Beach Sea Turtle Center

Are lodging partners offering a special rate for this Event? ☒ Yes ☐ No

Will lodging partners provide room night verification after this Event? ☐ Yes ☐ No ☐ Unknown

How will information about room nights actually booked for this Event be obtained (e.g. lodging partner reports, registration roster, visitor survey, ticket sales)?

Registration roster and participant surveys

If this is **NOT** a new event, what efforts are being made to grow the event to increase the number of overnight visitors from the previous year?

More marketing to running clubs in the out of state driving market

Additional effort towards return out of town participants

Please use the space below to add any additional event information:

All proceeds from this event will only be spent on the Navarre Beach Marine Sanctuary and artificial reefs

and for improvements to Navarre Beach Marine Park

Media promotion will primarily be from outside Santa Rosa County, print and radio. TV will be space available

All past race participants via electronic marketing

Additional online through national running sites and regional (S.W.- U.S. track clubs)

This is our 8th Annual Run for the Reef. There are out of state participants who return each year to participate in our event. There are also visitors to the surrounding counties who come to our event and discover the beauty of Navarre Beach and what we have to offer here. Health minded, eco friendly tourists look for this type of event when they are on vacation.

Estimated Budget

Projected Income

	CASH	IN-KIND	
Entry Fees (participants)	7000		
Admissions (spectators)	0		
Sales (merchandise, etc.)			
Sponsorships	3000	2000	
Other	1000		
Local Event Marketing Funding			TOTAL INCOME
TOTAL	\$ 11,000	\$ 2000	\$ 13,000

Projected Expenses

	CASH	IN-KIND	
Contracted officials	750		
Operations	750		
Rentals/Equipment			
Food and Beverage	300	300	
Merchandise for Sale			
Souvenirs/Giveaways	2500		
Print Marketing	2000	1000	
Online Marketing	600	1000	
Television Marketing			
Radio Marketing			
Direct Mail Marketing			
Direct Sales Marketing	1500		
Florida's Playground-Branded Promo Items/Prizes			
Site Fees			
Sanction Fees			
Concert/Performance Fees			
Other			TOTAL EXPENSES
TOTAL	\$ 8400	\$ 2300	\$ 10,700

CERTIFICATION AND COMPLIANCE STATEMENT

APPLICANT:

I hereby certify that the information contained in this application is true and correct to the best of my knowledge and that I have read the policies and requirements of the Santa Rosa County TDC grants program and will abide by all legal, financial and reporting requirements as a condition of receiving grant funds from the Santa Rosa County TDC. Signatures must be original in blue ink.

Name: Mike Sandler

Organization: Navarre Chamber Foundation


Signature

May 1, 2016
Date

Please return the original plus (4) four copies of the Application and the Certification & Compliance Page by **5 p.m. Tuesday, May 31, 2016** to:

Santa Rosa County Tourist Development Office
ATTN: Grants Program
8543 Navarre Parkway
Navarre, FL 32566

Application Check List

- ☐ Completed application (pages 4-9)
- ☐ Signed certification and compliance form (page 10)
- ☐ Copy of event license (if any)
- ☐ Copy of event permit (if any)
- ☐ Copy of event insurance (if any)
- ☐ Copy of liability insurance
- ☐ Anticipated budget, including detailed expenses and revenue
- ☐ Original and four copies of your complete application package (all items listed above)



SANTA ROSA COUNTY BOARD OF COMMISSIONERS

Santa Rosa Administrative Offices
6495 Caroline Street, Suite M
Milton, Florida 32570-4592



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JAYNE BELL, OMB Director

January 15, 2016

Navarre Beach Area Chamber of Commerce
Mike Sandler, President
8668 Navarre Parkway #142
Navarre Beach, FL 32566

Dear Mr. Sandler,

At the January 14, 2016 meeting, the Santa Rosa County Board of Commissioners, approved your request to utilize the Navarre Beach Park for your annual Run for the Reef 5K/10K scheduled for October 8, 2016. Event staff will need to monitor the route after the event for any trash collection in order to leave the route as it was prior to the event. County staff will address the collection in the park area.

Please ensure that you contact the Santa Rosa County Sheriff's department to coordinate any safety or traffic concerns. You will also need to provide our Risk Management department a copy of the event certificate of insurance. The certificate is required to have minimum of \$300,000 of general liability and must have Santa Rosa County listed as additional insured. The certificate will need to be provided no later than September 16, 2016. You will also need to contact Navarre Beach Utilities if you wish to reserve any pavilions.

Sincerely,

Tony Gornillion
County Administrator

Contact Information:

Santa Rosa County Sheriff- 850-981-2242
Risk Management- 850-983-1863
Navarre Beach Utilities- 850-981-8888